

Social Media Calendar

RealityCheckup.org launches in mid-April 2018.

The Council for Disability Awareness is launching a six-week campaign in the lead-up to, and during, Disability Insurance Awareness Month 2018. We are launching a new consumer microsite, RealityCheckup.org and a social media campaign to help educate working Americans and employers about the need for income protection.

About the Campaign

RealityCheckup is a campaign spearheaded by The Council for Disability Awareness, a national nonprofit organization dedicated to helping working adults understand the importance of having alternate sources of income for times when they cannot work due to illness, injury, or pregnancy. The first goal of the campaign is to encourage people to take the time to consider the reality of missing work — and a paycheck — for any period of time, and to understand that it happens more than any of us would like to think. The second goal is to help people identify the steps to insure themselves against this possibility.

Download the campaign media kit here: <http://disabilitycanhappen.org/wp-content/uploads/2018/04/The-CDA-RealityCheckup-Media-Kit.pdf>

Audiences:

We have designed social media campaign images for two key audiences: consumers and employers. You will find these images and suggested copy lines in the following pages. If you write your own copy lines, please point people to www.RealityCheckup.org as a call to action.

Timing:

We have structured the six-week campaign to follow a narrative explaining the five leading causes of long-term disability claims. *We encourage you to share these campaign visuals during the weeks specified on this calendar.*

Social Media graphics resized to Twitter, Facebook, LinkedIn and Instagram will be available to download on April 10: <http://disabilitycanhappen.org/diam/>

If you have questions, please contact:

Clare Morin
CD&M Communications
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Visit RealityCheckup.org



Monday April 16 – Sunday April 22

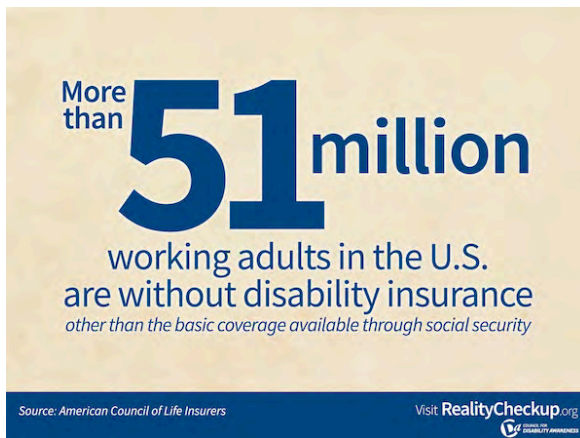
All audiences:



[File name: Fact51million.png]

Copy:

Missing work due to illness, injury, or pregnancy is more common than you may think. Learn how to protect your income at www.RealityCheckup.org #DIAM



[File name: Fact1in4.png]

Copy:

Are you one of the 51 million? Learn how to protect your income at www.RealityCheckup.org #DIAM

Visit RealityCheckup.org



Monday April 23 – Sunday April 29

Consumer audience:

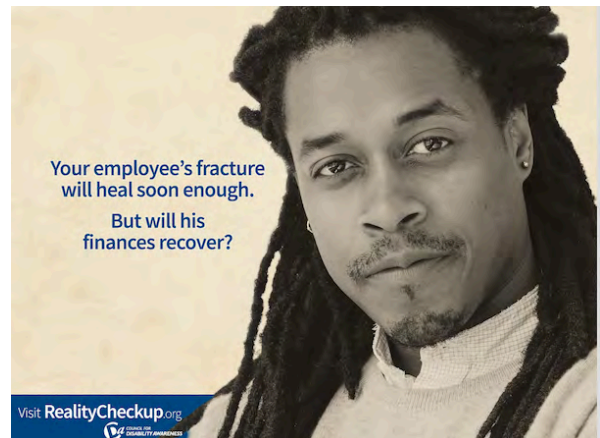


[File name: Consumer2.png]

Copy:

Sick time only goes so far. Make sure you have disability insurance. Visit www.RealityCheckup.org #DIAM

Employer audience:

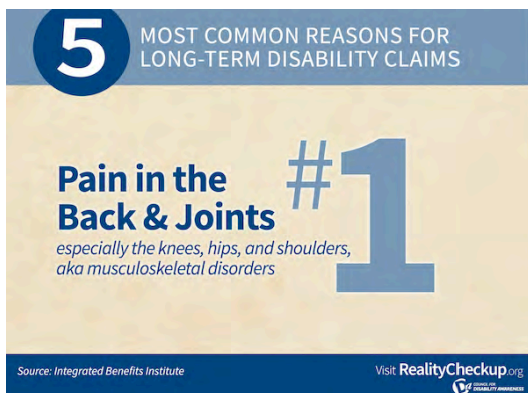


[File name: Employer2.png]

Copy:

Support your employee's financial wellness. Disability insurance can be part of your paid leave strategy. Visit www.RealityCheckup.org #DIAM

All audiences:



[File name: Reasons1.png]

Copy:

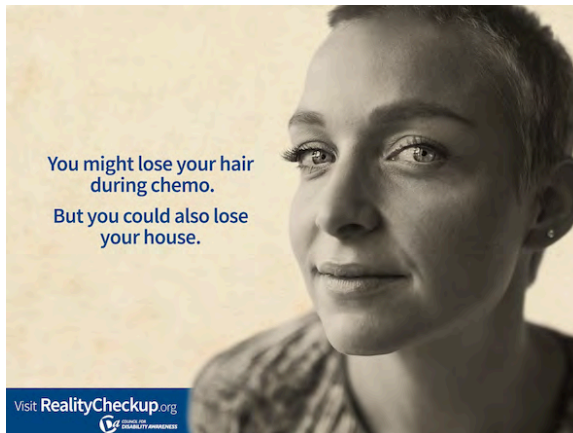
Will you have enough savings to cover the bills if you have to miss work with an injury? Learn more at www.RealityCheckup.org #DIAM

Visit RealityCheckup.org



Monday April 30 – Sunday May 6

Consumer audience:

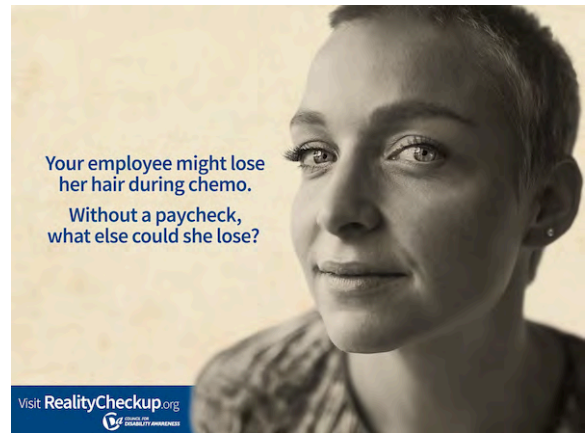


[File name: Consumer1.png]

Copy:

Illness takes a toll, physically and financially. Make sure you have disability insurance. Visit www.RealityCheckup.org #DIAM

Employer audience:



[File name: Employer1.png]

Copy:

Support your employees' financial wellness. Disability insurance can be part of your paid leave strategy. Visit www.RealityCheckup.org #DIAM

All audiences:



[File name: Reasons2.png]

Copy:

Disability insurance provides critical financial protection during times of illness, injury or pregnancy. Learn more at www.RealityCheckup.org #DIAM #realitycheckup

Visit RealityCheckup.org



Monday May 7 – Sunday May 13 (*Mother's Day is May 13)

Consumer audience:



[File name: Consumer4.png]

Copy:

Paid time off only lasts so long. Make sure you have disability insurance. Visit www.RealityCheckup.org #DIAM

All audiences:

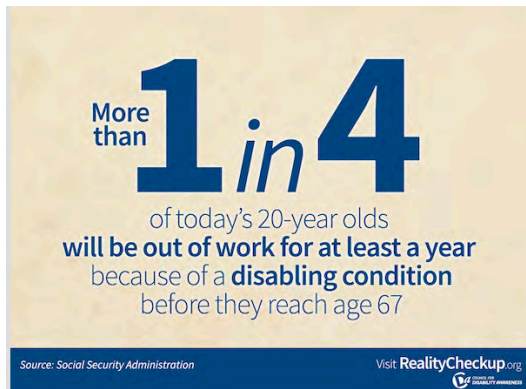


[File name: Reasons3.png]

Copy:

Disability insurance pays a portion of your salary when you need to miss work due to an illness, injury, or having a baby. Learn more at www.RealityCheckup.org #DIAM #realitycheckup

All audiences:



Copy:

Missing work due to illness, injury, or pregnancy is more common than you may think. Learn how to protect your income at www.RealityCheckup.org #DIAM

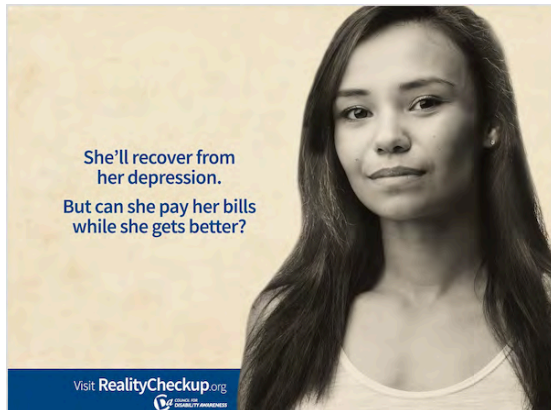
**Repeat of artwork*

Visit RealityCheckup.org



Monday May 14 – Sunday May 20

Employer audience:



[File name: Employer4.png]

Copy:

Support your employee's financial wellness. Disability insurance can be part of your paid leave strategy. Visit www.RealityCheckup.org #DIAM

All audiences:

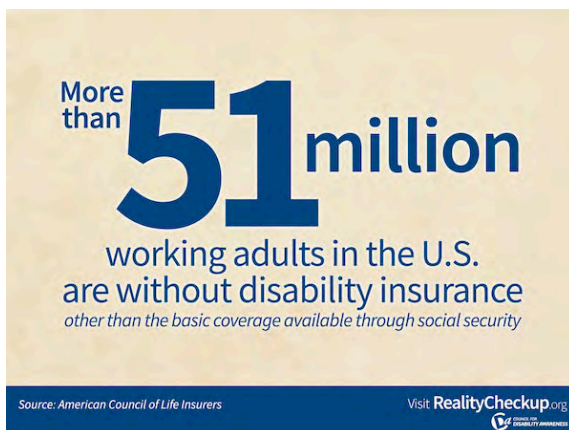


[File name: Reason4.png]

Copy:

Mental health issues, including depression and anxiety, and the fourth most common cause of long-term disability claims. Learn more at www.RealityCheckup.org #DIAM

All audiences:



[File name: Fact1in4.png]

Copy:

Are you one of the 51 million? Learn how to protect your income at www.RealityCheckup.org #DIAM

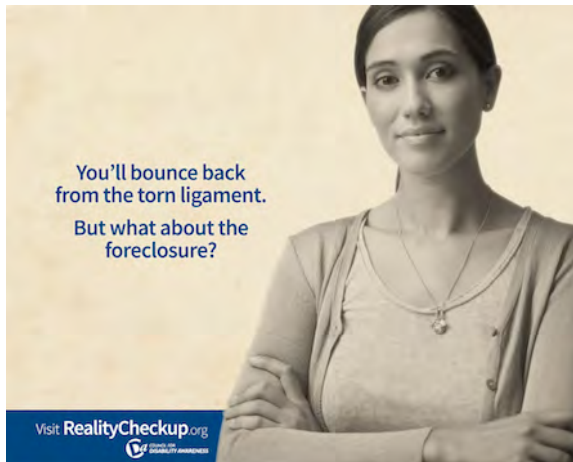
**Repeat of artwork*

Visit RealityCheckup.org



Monday May 21 – Wednesday May 31

Consumer audience:

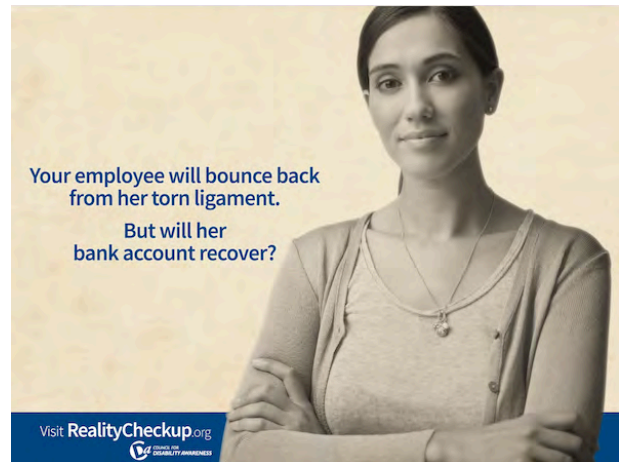


[File name: Consumer3.png]

Copy:

Health insurance won't pay the mortgage. Make sure you have disability insurance. Visit www.Realitycheckup.org #DIAM

Employer audience:

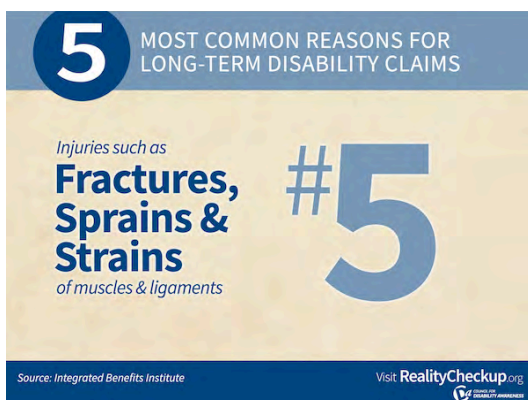


[File name: Employer3.png]

Copy:

Support your employees' financial wellness. Disability insurance can be part of your paid leave strategy. Visit www.RealityCheckup.org #DIAM

All audiences:



[File name: Reasons5.png]

Copy:

Find out the leading causes of #disability and how you can protect your income at www.Realitycheckup.org #DIAM

Visit RealityCheckup.org

